



HQ/CS/CL.24B/15869
22 March 2016

Sir,

Sub: Tata Communications and Anam join forces to support mobile network operators in the fight against SMS fraud and grey routing.

Please find attached herewith the press release on the captioned subject being issued today.

Thanking you,

Yours faithfully,
For Tata Communications Limited

A handwritten signature in blue ink, appearing to read 'Manish Sansi', written over the typed name.

Manish Sansi
Company Secretary &
General Counsel (India)

To:

- 1) Security Code 500483, BSE, Mumbai. Fax No.(22) 2272 3121
- 2) Security Code TATACOMM, The Asst. Manager (Listing), National Stock Exchange of India Limited. Fax Nos.: (22) 2659 8237,238, 347,348.

TATA COMMUNICATIONS

Tata Communications Limited

Plot C 21 & C 36 'G' Block Bandra Kurla Complex, Mumbai 400 098 India

Regd. Office : VSB Mahatma Gandhi Road Fort Mumbai – 400 001 India

Tel 91 22 6659 1966 Fax 91 22 6725 1962 website www.tatacommunications.com

CIN : L64200MH1986PLC039266

Kersti Klami
Tata Communications
+44 7917 173 853
kersti.klami@tatacommunications.com

Paul Crouch
Hill + Knowlton Strategies
+44 2074 133 713
paul.crouch@hkstrategies.com

Tata Communications and Anam join forces to support mobile network operators in the fight against SMS fraud and grey routing

Tata Communications' Mobile Messaging Exchange and Anam's SMS firewall enable mobile network operators to claw back lost A2P SMS revenues as OTT messaging services continue to hit their bottom line

London, UK — March 22, 2016 — [Tata Communications](#) announces that it has partnered with [Anam](#), the world's fastest growing application-to-person (A2P) messaging monetisation service provider, to create an end-to-end solution that helps mobile network operators globally to tackle revenue loss caused by A2P SMS spam, fraud and 'grey route' messaging traffic – where message aggregators take advantage of non-contracted routes to send large volumes of A2P SMS messages.

Juniper Research estimates that global messaging traffic will double in the next three years, yet revenues generated by P2P messaging are in decline¹ as the popularity of OTT apps grows. Against this backdrop, A2P SMS presents an opportunity for mobile network operators to tap into a market that is estimated to reach almost \$60 billion by 2018², as businesses in industries such as financial services, media, travel and hospitality use mobile channels to increasingly engage with their customers.

Tata Communications' [Mobile Messaging Exchange](#) brings together messaging originator communities, who want to reach more mobile subscribers globally, and mobile network operators, who want to monetise A2P traffic termination. The combination of Mobile Messaging Exchange and Anam's SMS firewall protects mobile networks against grey routing and spam traffic, ensuring secure and reliable SMS delivery, and enabling mobile network operators to recoup revenues owed to them by unauthorised message senders.

"It's been estimated that grey routing could be costing mobile network operators globally up to USD 5 billion annually in lost revenues," says Anthony Bartolo, President of Mobility and Collaboration Services at Tata Communications. "Furthermore, there is no guarantee that messages sent using grey routes are actually delivered to their intended recipients. A2P SMS can be a hugely effective customer engagement tool for businesses – no OTT service can today match the ubiquity of SMS. But in order for mobile network operators, messaging aggregators and enterprises to reap the benefits of SMS, secure message delivery and reliability are key. The combined capabilities of Tata Communications and Anam enable mobile network operators to maximise revenues from A2P messaging, and ensure that messages will always get safely from A to B."

"Tackling grey route traffic is a highly attainable opportunity for all mobile network operators," says Brian D'Arcy, Chief Commercial Officer, Anam. "It involves a two-phased approach to firstly protect the network with the right technology and business processes, and secondly guarantee reach via global connections to A2P messaging users."

¹ <http://www.juniperresearch.com/press/press-releases/messaging-revenues-down-600m-traffic-up-200pc>

² <http://www.juniperresearch.com/press-release/mobile-messaging-pr2>

The combined expertise of Tata Communications and Anam creates an end to end A2P delivery channel with a focus on generating new revenues for mobile network operators.”

Ends...

Notes to editors:

About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to more than 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.com>

About Anam

Anam is the fastest growing independent SMS Firewall and A2P Monetisation service provider in the world, filtering billions of messages in over 60 countries. Anam's team of Industry leading A2P consultants leverage firewall technology to enable Mobile Operators generate new revenues from A2P SMS traffic on their networks. The company's offering has generated incremental revenues in excess of \$2million per annum for every 1 million subscribers.

Anam's corporate and technical headquarters are in Dublin with further worldwide presence in London, Hong Kong, Kuala Lumpur and Hanoi. The company employs 45 SMS technology and A2P business professionals with staff numbers projected to 100 by January 2017.

Anam's Research & Development Board is chaired by Professor Gerald Byrne, University College Dublin's former College Principal & Dean of Engineering and currently Senior Advisor to Fraunhofer Institute. Anam owns the worldwide patent for Home Routing (EP 1683375 B1), a technique invented by John Murtagh Anam CTO in 2006 and fundamental to SMS Firewalls.

Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications Limited's Annual Reports. The Annual Reports of Tata Communications Limited are available at www.tatacommunications.com. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

 [@tata_comm](https://twitter.com/tata_comm) | <http://tatacommunications-newworld.com> | www.youtube.com/tatacomms

© 2016 Tata Communications. All rights reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries. All other trademarks are the property of their respective owners.